R J Reynolds Tobacco Company

Inter Office Memo

TO: Area Vice Presidents
Region Sales Managers
RJR ROUs for Distribution to:
RJR/WAM Account Managers

FROM: L. S. Schreiber

SUBJECT: WAM 1996 Promotional Program and Philip Morris "Exclusive" Retailers

DATE: November 6, 1995

Please review our letter to WAM Enterprises for WAM Distributors, setting forth a change from our previous 1996 Promotional Menu which was to be available to all WAM Retailers for 1996.

We are asking WAM Distributors to exclude only our 1996 National Promotions which occur in March, April, July, August, and December from being sold only to retailers who are participating in Philip Morris "Exclusive" Contract Program... all other WAM Retailers can receive the National Promotions.

We will not exclude WAM Retailers who are Philip Morris "Exclusive" Contract customers from receiving our "Signature" Brand, "Signature" Promotions, and the other 4-carton displays @ $1.50 scheduled for January, February, May, June, September, October, November.

Our judgment is that allowing PM "Exclusive" Retailers to receive some selected programs above, will assist in gaining distribution on selected SKUs on full price brands and be competitive with "Signature" with other low-end brands in "Exclusive" PM retailers, while not compromising our strategy of favoring only our Partners with our National Promotions.

Sales		Retail	
1221		1222	
1222		1223	
1223		1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
~~1240~~ L.W.			
1244		RSM	RBM

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